

The  
KENTUCKY DEPARTMENT OF FISH & WILDLIFE  
is proud to present


RUTTING!  
in the  
BLUEGRASS








# *Live* WHITETAIL HUNTING ACTION *for* 7 DAYS



The Kentucky Department of Fish and Wildlife is proud to present *Ruttin' in the Bluegrass*! Our newest outdoor adventure will bring you six episodes of Kentucky Whitetail action! Our series will feature segments from Archery Season, Youth Season, Early Muzzleloader Season, and the first three days of Modern Firearm Season. We will also feature "Rut Reports" in late October and early November, and three Facebook livestreams during the early days of Modern Firearm Season. If you liked *Struttin' in the Bluegrass*, then you are going to love *Ruttin' in the Bluegrass*.



# Meet the host **JON COLLINS**

A man in camouflage gear and a cap is kneeling in a field of tall grass, smiling next to a large deer with impressive antlers. A compound bow with red limbs is lying on the ground next to the deer.

We are happy to introduce the host of Ruttin' in the Bluegrass, Jon Collins. In addition to being a lifelong resident of Kentucky, Jon is a well-seasoned turkey and whitetail hunter who is excited to showcase his years of experience with viewers! Jon has mentored hunters of all ages and loves to share his passion for the outdoors with other sportsmen and sportswomen. Hunters across the Bluegrass will love watching him in action, and will enjoy the insight he provides from the field.





962,000  
facebook FANS



REACH  
60,000  
Instagram  
SUBSCRIBERS



ROKU  
SUBSCRIBERS:  
230,000




OVER  
500,000  
amazon prime video  
views PER year




KENTUCKY DEPARTMENT OF FISH & WILDLIFE'S

# STRUTTIN' in the BLUEGRASS

This past spring, the Kentucky Department of Fish and Wildlife brought you the highly successful show Struttin' in the Bluegrass, which was the first show of its kind to feature turkey hunting action during the first seven days of the Kentucky Spring Turkey Season. The show produced over 275,000 views, and an 823% increase in Facebook engagement in a mere seven-day span!

 **823% INCREASE IN**  
*Facebook Engagement*

  
**271,044**  
**TOTAL VIEWS**

**1,823% INCREASE IN**  
*Facebook  Video MINUTES VIEWED*





# Sponsorship OPPORTUNITY

## *Background*

Strong partnerships are essential to build upon the success that has been achieved through good stewardship of Kentucky's most precious natural resources. The Kentucky Department of Fish and Wildlife strives to preserve our Kentucky heritage through wildlife and habitat management programs, and relies upon community partners to keep this legacy alive along with our traditions of hunting and fishing throughout the Commonwealth.

## *Sponsorship Opportunity Details:*

In October of 2020, the Kentucky Department of Fish and Wildlife Resources (KDFWR) will launch the Ruttin' in the Bluegrass live deer hunting show which will feature video, social media and the KDFWR official website. The exposure from this series will reach over 962,000 Facebook fans, 60,000 Instagram subscribers, 260,000 Roku subscribers, and thousands of views on Amazon Prime Video.

## THE PRESENTING SPONSOR SHALL PROVIDE:

The Kentucky Department of Fish Wildlife Resources (KDFWR) seeks financial assistance to promote the Ruttin' in the Bluegrass series. This campaign will help raise awareness and achieve more interaction with the sportsmen and sportswomen of Kentucky. The promotion will be delivered via KDFWR's social media pages and website, which are designed to inform, engage and encourage participation by new and existing stakeholders in deer hunting and other wildlife-related recreation and conservation. This coverage will also extend to Roku and Amazon Prime Video as well. The funding provided by our sponsorship partners will allow KDFWR to expand our digital communications, and to develop future social media initiatives which will better-equip us to serve Kentuckians and preserve outdoor traditions.



# *Sponsorship* **BENEFITS**

## *Title Sponsor: \$10,000 – (Only One)*

Title sponsor will receive the following:

- Company logo will appear on-screen at the beginning of every show.
- Company logo will be at the top of the KDFWR webpage promoting Ruttin' in the Bluegrass with link to company website.
- An on-site visit to the location of your business which will be filmed and incorporated into a show.
- Company products will be incorporated and used during the Ruttin' in the Bluegrass shows, when applicable and appropriate as determined by Ruttin in the Bluegrass.
- Ruttin' in the Bluegrass also agrees to showcase company products or services during any personal appearances by its officers or field staff during the timeframe of the sponsorship agreement.
- Ruttin' in the Bluegrass agrees to include your company at all trade shows and consumer shows it attends, between January 1, 2021 and April 30, 2021.

## *Vlog (Video Log) Sponsor: \$5,000 – (Only One)*

- Vlog sponsor's company name will be mentioned daily at the beginning of every Vlog entry. "Hello and welcome to our daily Ruttin' in the Bluegrass video log, with an in-depth discussion of our last hunt, brought to you by \_\_\_\_\_!"
- Logo will appear on-screen during every show.  
Logo will appear on the KDFWR website with a link to sponsor's website.
- Company products will be incorporated and used during the Ruttin' in the Bluegrass shows, when applicable and appropriate as determined by Ruttin in the Bluegrass.
- Ruttin' in the Bluegrass also agrees to showcase company products or services during any personal appearances by its officers or field staff during the timeframe of the sponsorship agreement.
- Ruttin' in the Bluegrass agrees to include the sponsor at all Trade Shows and Consumer shows it attends between January 1, 2021 and April 30, 2021.



# *Sponsorship* **BENEFITS**

## *Facebook Live Sponsor: \$5,000 – (Only One)*

- Facebook Live Sponsor name will be mentioned at the beginning of every Facebook Live event; “Hello and welcome to our Ruttin’ in the Bluegrass Facebook Live, brought to you by \_\_\_\_\_ !.
- The sponsor logo will appear on-screen during every show.
- Sponsor logo will appear on the KDFWR Website with a link to the sponsor’s website.
- Company products will be incorporated and used during the Ruttin’ in the Bluegrass shows, when applicable and appropriate as determined by Ruttin’ in the Bluegrass.
- Ruttin’ in the Bluegrass also agrees to showcase company products or services during any Personal Appearances by its officers or field staff during the timeframe of the sponsorship agreement.
- Ruttin’ in the Bluegrass agrees to include the sponsor at all Trade Shows and Consumer shows it attends between January 1, 2021 and April 30, 2021.

## *Corporate Sponsor: \$2,500 – (Only Four)*

- -The corporate sponsor logo will appear on-screen during every show.
- Sponsor logo will appear on the KDFWR Website with a link to the sponsor’s website.
- Company products will be incorporated and used during the Ruttin’ in the Bluegrass shows, when applicable and appropriate as determined by Ruttin’ in the Bluegrass.
- Ruttin’ in the Bluegrass also agrees to showcase company products or services during any personal appearances by its officers or field staff during the timeframe of the sponsorship agreement.
- Ruttin’ in the Bluegrass agrees to include the sponsor at all Trade Shows and Consumer shows it attends between January 1, 2021 and April 30, 2021.





# *Sponsorship* **REQUIREMENTS**



# Section 1: GENERAL INFORMATION

## **A** PURPOSE OF THIS DOCUMENT

This sponsorship opportunity is being issued by the Kentucky Department of Fish and Wildlife Resources in accordance with KRS 45A.097. The purpose of this document is to solicit responses from one individual/ company to sponsor the Ruttin' in the Bluegrass promotion.

## **B** SUBMISSION DATES

Responses shall be delivered by 2:00 p.m. (EDT), August 28, 2020 to:

Brian C. Moore  
Kentucky Department of Fish and Wildlife Resources  
#1 Sportsman's Lane  
Frankfort, KY 40601

## **C** INQUIRES

Contacts with agents of the Commonwealth for information concerning response procedures shall be limited to the representative listed below. All communications, oral, written (regular, express, electronic mail or fax), concerning this document shall be addressed to:

Brian C. Moore  
Kentucky Department of Fish and Wildlife Resources  
#1 Sportsman's Lane  
Frankfort, KY 40601  
502.892.4585  
BrianC.Moore@ky.gov

It should be understood that any verbal representations made or assumed to be made during any oral discussions are not binding on the Kentucky Department of Fish and Wildlife Resources or the Commonwealth of Kentucky.

## **D** VERIFICATION/CLARIFICATION OF INFORMATION

The Kentucky Department of Fish and Wildlife Resources may request verification/clarification documentation from the sponsor of any information provided in its response.

## **E** COST OF PREPARING RESPONSE

Costs for developing the response are solely the responsibility of the sponsor. The Kentucky Department of Fish and Wildlife Resources shall provide no reimbursements for such costs.

## **F** CANCELLATION

The Kentucky Department of Fish and Wildlife Resources may, upon a thirty-day (30) written notice to the sponsor, terminate this agreement completely or in part, for convenience or for default. In such event, all documents, data, studies and reports prepared for Kentucky Department of Fish and Wildlife Resources under the award shall become its property. Any equipment, goods or services remaining may be paid back to the vendor, unless for default. In the event that the award is terminated for default, the sponsor shall forfeit its equipment or goods to the Kentucky Department of Fish and Wildlife Resources. Pursuant to KRS 45A.105 the Kentucky Department of Fish and Wildlife Resources reserves the right to cancel or reject responses that are deemed not to be in the best interest of the Commonwealth of Kentucky.



A woman with long brown hair, wearing a yellow and orange hunting vest and a matching cap, is smiling and holding the antlers of a deer. The deer is lying on the ground in a wooded area with many bare trees in the background.

## Section 2: SCOPE

KDFWR continues to seek out and expand outreach opportunities that promote hunting and fishing in Kentucky and across the country. With the support of our sponsors, we are proud to be able to offer sportsmen and sportswomen, who stay connected with the agency via Traditional, Social Media and Digital Platforms, the Ruttin' In The Bluegrass Promotion. The Kentucky Department of Fish and Wildlife Resources conserves and enhances fish and wildlife resources and provides opportunities for hunting, fishing, trapping, boating and other wildlife-related activities. For more information, please visit our website at [www.fw.ky.gov](http://www.fw.ky.gov), or contact Brian C. Moore, 502.892.4585, [BrianC.Moore@ky.gov](mailto:BrianC.Moore@ky.gov)

## Section 3: STATEMENT OF SPONSORSHIP

The Kentucky Department of Fish and Wildlife Resources is an agency of the Commonwealth of Kentucky. As such, it must comply with applicable state laws, regulations and procedures as they relate to donations, sponsorships, procurement and other acquisitions.



# Section 4: GENERAL CONDITIONS

## **A** SPONSOR'S RESPONSIBILITIES

During the award term, the sponsor shall provide a financial contribution that meets or exceeds the dollar amount associated with their particular sponsorship level.

## **B** MODIFICATIONS TO AWARD

Any modifications to the award shall be in writing and processed through the Kentucky Department of Fish and Wildlife Resources representative as identified herein.

## **C** DISPUTES

Except as otherwise provided in this document, a question or act arising under the award, which is not disposed of by mutual agreement, shall be decided by the Finance and Administration Cabinet of the Commonwealth of Kentucky. Pending final determination of any dispute hereunder, the sponsor shall proceed diligently with the performance of the award and in accordance with the Finance and Administration Cabinet. This section does not preclude consideration of legal questions in connection with the decision provided for above, provided that nothing in the award shall be construed as making final the decision of any administrative official, representative or board on a question of law.

## **D** FORUMS AND VENUE

This award shall be construed according to the laws of the Commonwealth of Kentucky. Any legal proceedings against the Commonwealth regarding any resultant award shall be brought in Commonwealth of Kentucky administrative or judicial forums. Venue will be in Franklin County, Commonwealth of Kentucky.

## **E** EMPLOYMENT PRACTICES

The sponsor shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, age (except as provided by law), marital status, political affiliations or handicap. The sponsor must take affirmative action to ensure that employees, as well as applicants for employment, are treated without discrimination because of their race, color, religion, sex, national origin, age, (except as provided by law), marital status, political affiliation, or handicap. Such action shall include, but is not limited to, the following: employment, promotion, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. Sponsor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provision of this clause. The sponsor shall, in all solicitations or advertisements for employees placed by or on behalf of the sponsor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, (except as provided by law), marital status, political affiliation, or handicap, except where it relates to a bonafide occupational qualification. The sponsor shall comply with the nondiscrimination clause contained in Federal Executive Order 11246, as amended by Federal Executive Order 11375, relative to Equal Employment Opportunity for all persons without regard to race, color, religion, sex, or national origin, and the implementation rules and regulations prescribed by the Secretary of Labor and with Title 41, Code of Federal Regulations. The sponsor shall comply with related Commonwealth laws and regulations. The sponsor shall comply with regulations issued by the Secretary of Labor of the United States in Title 20, Code of Federal Regulations, Part 741, pursuant to the



# Section 4: GENERAL CONDITIONS

provisions of Executive Order 11758 and the Federal Rehabilitation Act of 1973. The sponsor shall comply with the Civil Rights Act of 1964, and any amendments thereto, and the rules and regulations there under, and Section 504 of Title V of the Vocational Rehabilitation Act of 1973 as amended and the Kentucky Civil Rights Act.

## **F** CERTIFICATE OF AUTHORITY

The sponsor or sponsors deemed most susceptible for award shall furnish a copy of the official documentation, such as certificate of authority and/or appropriate filing of certificate of assumed name, which authorizes the vendor to conduct business in the Commonwealth of Kentucky as a domestic or foreign corporation or other recognized business entity, prior to contract award. The Commonwealth reserves the right to verify any information provided prior to contract award. Furthermore, a failure to maintain any and all required proper authorization to conduct operations in Kentucky under the specified business name of the vendor during the life of any contract awarded may be deemed a breach of contract by the vendor and treated accordingly by the Commonwealth.

## **G** ACCESS TO RECORDS

The contractor, as defined in KRS 45A.030 (10) agrees that the contracting agency, the Finance and Administration Cabinet, the Auditor of Public Accounts, and the Legislative Research Commission, or their duly authorized representatives, shall have access to any books, documents, papers, records or other evidence, which are directly pertinent to this contract for the purpose of financial audit or program review. Records and other prequalification information confidentially disclosed as part of the bid process shall not be deemed as directly pertinent to the contract and shall be exempt from disclosure as provided in KRS 61.878(1)(c). The contractor also recognizes that any books, documents, papers, records or other evidence, received during a financial audit or program review shall be subject to the Kentucky Open Records Act, KRS 61.870 to 61.884.





# Section 5: TECHNICAL RESPONSE FORMAT



## A

### RESPONSIVENESS

In order to be considered for selection, responses submitted by the sponsor shall be completely responsive to this document. All conditions printed herein are hereby made a part of the conditions under which the response is submitted and shall be incorporated into any award on this project. Further, the contents of a response shall become part of any award resulting from that response.

## B

### TECHNICAL RESPONSE

The technical response is requested to be brief and concise and should include the following:

- Signed solicitation cover page
- Title Page with contact information
- Table of Contents (if applicable)
- Any deviations from stated requirements
- Sponsor background including date established and a brief history



# Section 6: TECHNICAL RESPONSE EVALUATION



The Kentucky Department of Fish and Wildlife Resources shall evaluate all technical responses in accordance with KRS 45A.097. Each response shall be evaluated as follows:

## **RESPONSIVENESS TO SOLICITATION - 20 POINTS**

Conciseness/clarity  
Title page/table of contents  
Transmittal letter sponsor information

## **SPONSOR & BACKGROUND - 20 POINTS**

Date established  
Brief historical information  
Nature of business – Compatibility with Mission of Kentucky Department of Fish and Wildlife Resources

## **SPONSORSHIP RESPONSE - 60 POINTS**

Display Item or Items being offered to Kentucky Department of Fish and Wildlife Resources

## **TOTAL POINTS 100 POINTS**

Three (3) copies of the technical response are requested to be delivered in a clearly marked, sealed envelope to:

Brian C. Moore  
Kentucky Department of Fish and Wildlife Resources 1 Sportsman's Lane, Frankfort, KY 40601

The technical response shall be evaluated and scored by the Kentucky Department of Fish and Wildlife Resources evaluation committee. Total maximum score on the technical response is 100 points.



# *Thank you for your consideration*

**All sponsorships must be in compliance with KRS 45A.097. Requests for sponsorships will be posted publicly on the KDFWR website. Interested parties are encouraged to contact the Kentucky Department of Fish and Wildlife Resources with a written proposal that addresses the two factors listed below. Sponsorship will be awarded based upon KRS 45A.097(4)(f) as follows:**

**Financial value to the Kentucky Department of Fish and Wildlife Resources: Financial value may be monetary, trade or in - kind; and enhancement of the Kentucky Department of Fish and Wildlife Resources experience. A sponsorship shall not constitute an “official endorsement” of a particular company by the Commonwealth of Kentucky as the sole vendor of choice.**

**An entity that has a business or regulatory relationship with the agency, and who is not lobbying or attempting to influence matters of that agency, may be considered for a sponsorship opportunity only if there is a clear benefit to the Commonwealth, or the sponsorship promotes economic development or tourism in the Commonwealth.**

**For more information on KRS 45A.097, please visit  
<https://apps.legislature.ky.gov/law/statutes/chapter.aspx?id=37250>**

**THANK YOU!**  
**Brian C. Moore**  
**Direct: 502-892-4585**  
**Email: [BrianC.Moore@ky.gov](mailto:BrianC.Moore@ky.gov)**

**All sponsorships must be in compliance with KRS 45A.097. Requests for sponsorships will be posted publicly, as the Kentucky Department of Fish and Wildlife Resources is a state agency.**